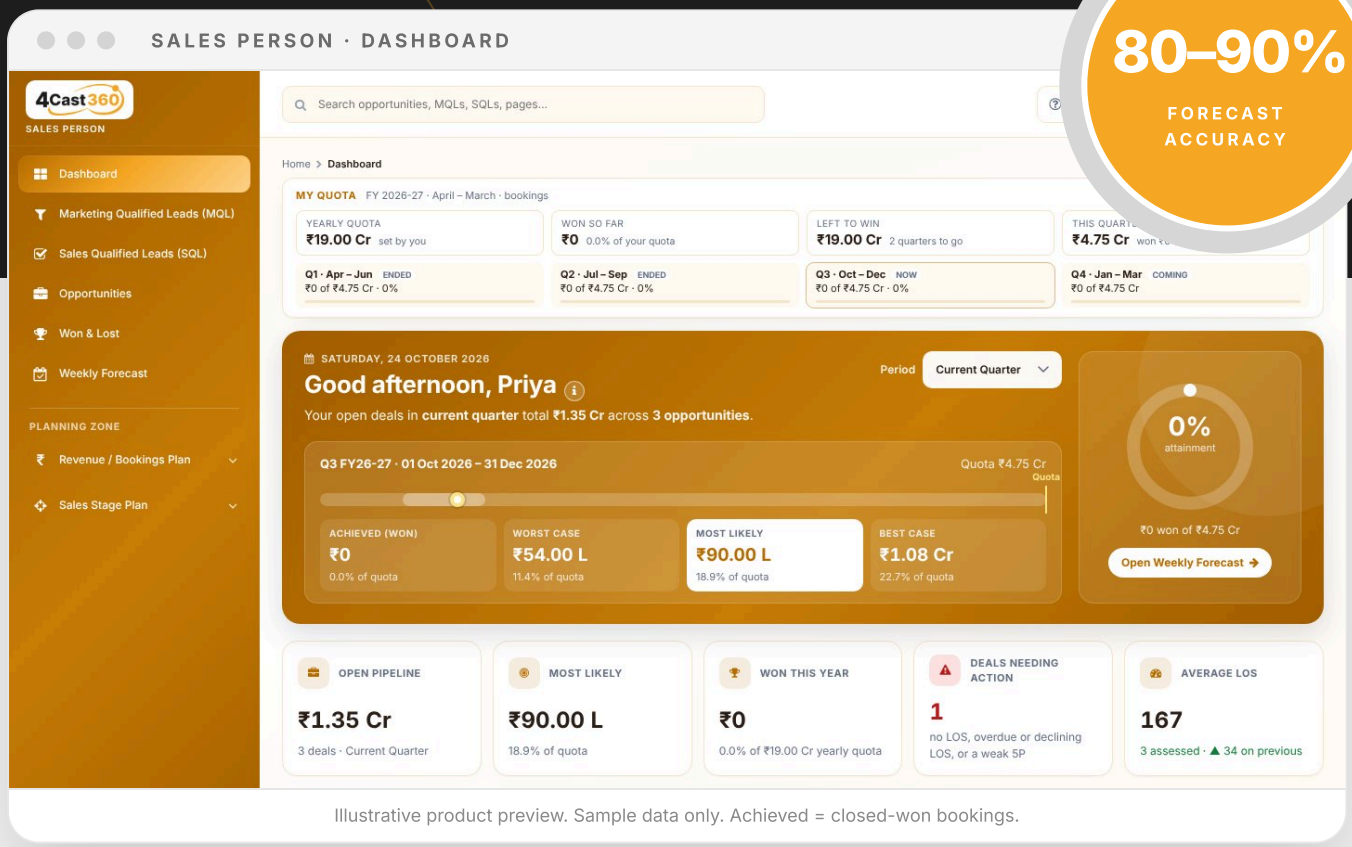
4Cast360

REVENUE INTELLIGENCE PLATFORM FOR B2B COMPANIES

Revenue predictability on your CXO's desk

Revenue Intelligence → Forecast Integrity → **Revenue Predictability**

4Cast360 brings 80 to 90% forecast accuracy, quarter after quarter.
Built on 10 years of real B2B sales performance.



Illustrative product preview. Sample data only. Achieved = closed-won bookings.

WHY TEAMS CHOOSE 4CAST360

- **Cloud-based Revenue Intelligence Platform**
- **Step-by-step deal verification supports Forecast integrity**
- **Strong Data Security compliance (DPDP, GDPR)**
- **Connects with major CRMs, no switching or manual CRM work**
- **Fast implementation and go-live**

See 4Cast360 with your own sales process

Request a 30-minute walkthrough.

Request a Demo — **4cast360.ai**

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THE PROBLEM

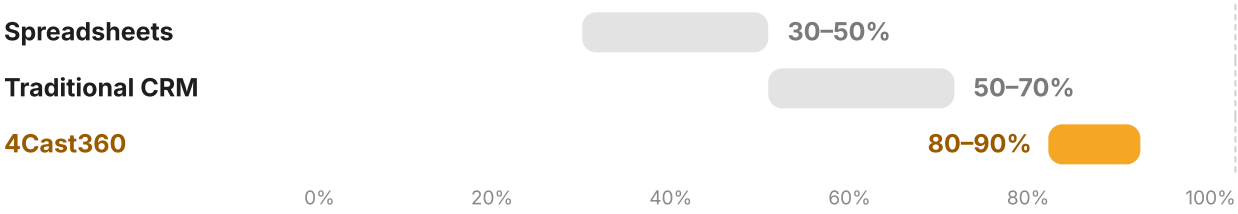
Most leadership teams struggle to predict revenue with confidence

Even with the best ERPs and CRMs, the forecasts that Business Units and Sales teams deliver swing wildly. Leaders end up planning on a mix of data and gut feel.

Here is what we found out while working with different B2B companies over the last 10 years.

Forecast accuracy by approach

Share of forecast that proves accurate



Based on Bizwin's 10 years' experience of working with different B2B customers across various industries. See how accuracy is measured: https://4cast360.ai/site/measured.html

Your CRM records the pipeline.
4Cast360 tests whether the pipeline has earned its forecast

HOW 4CAST360 DIFFERS

	Traditional (Spreadsheet) / CRM	4Cast360
Basis of assessment	Subjective perception	**Objective, step-by-step verification**
Underlying logic	Hard-coded, same for everyone	**Tried-and-tested formula plus individualised AI (coming soon)**
Pipeline slippage	Sudden drops in the last 2 weeks	**Slippage risk identified earlier, gate-controlled**
Aggregation and discretion	Automatic, no manager override	**Automatic, with full manager discretion**

WHAT CHANGES WHEN YOU RUN ON 4CAST360

Objective, not subjective
Replaces salesperson guesswork and CRM hard-coding with step-by-step fact verification of every deal.

Proven algorithm, individualised AI (coming soon)
Built over years of experimentation, scientific analysis and the practical wisdom of industry veterans.

Cascading visibility
An upward cascade lets managers intervene and aggregate accurately at every level of the hierarchy.

Surfaces blind spots
Uncovers weak spots in the pipeline and flags where urgent action is needed, before it is too late.

A shared language
One pipeline review mechanism between salesperson and manager, across the hierarchy.

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HOW IT WORKS

One forecast, from first lead to signed deal

Every step feeds the next, so the number your leaders see is built from what marketing delivered and what each deal has earned.

1

Sales planning

Sales Stage Plan turns quota into the SQLs, proposals and orders each deal category needs. Revenue Model shows if the plan is enough for the target.

Revenue Model and Sales Stage Plan

2

Demand Generation

Lead targets come straight from each salesperson's Sales Stage Plan, then become PENCILS activities.

Target Leads and PENCILS Plan

3

Weekly deal assessment

LOS, 5P stakeholder ratings and the manager score show which deals are getting stronger or weaker. Deals move up only after clearing each gate.

LOS, 5P and Manager Scoring

4

Trusted forecast

Commits, Probable, Long Shot and Suspects roll up to three scenarios against quota.

Weekly Forecast and Roll-up

THE DRIVERS BEHIND THE FORECAST

R — Revenue Model
See whether your plan is enough to reach target.

S — Sales Stage Planning
Sales Stage Plan calculates the required number of SQLs, proposals and orders.

W — Weekly Forecast
Commits, Probable, Long Shot and Suspects with three scenarios.



Illustrative product preview. Sample data only.

A digital sales coach for every salesperson

Individualised AI (Coming soon)

Besides scoring each deal, Individualised AI (coming soon) will adjust for each salesperson's habits. For example:

SALESPERSON A

Always optimistic

Reported
AI view

AI automatically discounts the forecast.

SALESPERSON B

Always conservative

Reported
AI view

AI increases forecast confidence.

SALESPERSON C

Never updates the CRM

CRM updates
Credibility

AI flags low credibility.

SALESPERSON D

Excellent with manufacturing, weak with BFSI

Manufacturing
BFSI

AI adjusts accordingly.

Over time it works like a sales coach for each salesperson. 4Cast360 gets measurably smarter every quarter it is used (coming soon).

Illustrative examples of how Individualised AI could calibrate each forecast.

FIVE ROLE-BASED VIEWS

Sales leaders | Sales managers | Salespeople | Marketing teams | Organisation admins

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WHY IT CAN BE TRUSTED

Why you can trust 80 to 90%

Accuracy comes from assessing, scoring and rolling up every deal the same way.

1 **Deep analysis**

Every deal is assessed on the same questions every week: LOS, 5P stakeholder ratings and the manager score. Evidence replaces opinion.

2 **Battle-tested**

The Lead and Opportunity Scoring and Weekly Forecast algorithms have been applied in client organisations for over 10 years.

3 **Proprietary algorithm**

Built on Bizwin's SAGE framework and years of iterative refinement.

4 **Individualised AI**

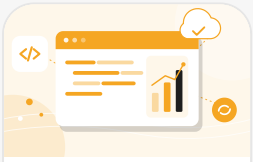
Coming soon: calibrates every forecast to the salesperson behind it, using their forecasting history.

Not a new idea. A decade of proven execution

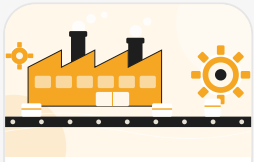
4Cast360 productizes what Bizwin has already proven works. It is not a hypothesis, it is a track record.

10+	80–90%	3	5
Years of B2B sales performance	Forecast accuracy	Forecast scenarios	Role-based views

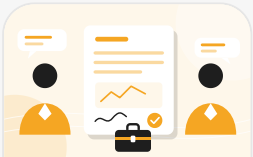
BUILT FOR B2B COMPANIES LIKE YOURS



Technology



Manufacturing



Professional Services



Banking and Financial Services



Healthcare

Ready to forecast with confidence?

See 4Cast360 with your own sales process in a 30-minute walkthrough. We reply within one working day.

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Scan to visit website

Request a Demo

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